

MINUTES

COUNCIL ON RECYCLING
NOVEMBER 18, 2004
ALLIANT ENERGY CENTER
BOARDROOM
119 ALLIANT ENERGY CENTER WAY
MADISON, WISCONSIN

Council Members Present: Jeff Fielkow; Neil Peters-Michaud; John Piotrowski; John Reindl; William Swift; Charlotte Zieve.

Council Members Absent: Cecelia Stencil

Also attending: Nicole Boryczka, North American Solid Waste Management Association; Steve Brachman, UW-Ext, Solid and Hazardous Waste Education Center; Kate Cooper, DNR; Joe Van Rossum, UW-Ext, Solid and Hazardous Waste Education Center.

Call To Order: The meeting was called to order by Chair John Reindl at 9:00 AM

Introduction and Announcements: Reindl said that EPA has funding (\$500,000) for innovative proposals for recycling.

Reindl said that he has sent a letter to Sen. Miller on electronics recycling. Sen. Miller will introduce his bill in Jan/Feb on 2005.

Reindl said that the Bureau of Correctional Enterprises (BCE) is cutting back on collection of electronics. They will only accept material at their prison sites and they will charge for monitors.

Reindl said that there will be 5 centers open by America Recycles Day for e-scrap. There will be drop off and distribution centers and they will pick up for a radius of 50 miles. There will be a fee. Jeff Fielkow said there is a list of things that are accepted. They will do pick-ups on the business side. Reindl said that a local unit of government might want to set up a program. The local units of government should get together with the county and do a Request for Proposal (RFP) for the entire county. This would be for individuals and small companies. Large companies usually take care of their own materials.

Reindl said that he has been meeting with various solid waste interest groups. He has been talking about the Council and explaining the priorities and how the Council chose those issues and inviting the groups to discuss with the Council how we might work together on issues. He has met with the Associated Recyclers of Wisconsin (AROW), Wisconsin Counties Solid Waste Management Association (WCSWMA), the Wisconsin Chapter of the National Solid Waste Management Association and the Wisconsin Chapter of the Solid Waste Association of North America (SWANA). He will meet with Institute of Scrap Recycling Industries (ISRI) and the Western Wisconsin Workgroup some time soon.

Fielkow said that the City of Milwaukee broke the Guinness Book of World records for lining up the most consecutive aluminum cans

Minutes: Approval of the Minutes of September 27, 2004. Bill Swift moved, John Piotrowski seconded. Minutes approved without amendment.

Reports

DNR: Kate Cooper, DNR, said that the NR 500 rules hearing was held Nov. 15. There were 5 members of the public at the six locations by videoconference. There were no appearances. Comments are accepted until Nov 29. The package should go to the DNR Board in Jan. If OK'd by the legislature, it should be in effect by spring, 2005.

Cooper said that they are working on business recycling outreach. They are teaming with SHWEC in a coordinated effort to reenergize the business sector. Key partners and audiences

have been identified. A meeting was held with the haulers in October and other meetings are planned. Cooper invited the Council to get involved with the effort

Cooper said that magazine recycling was lagging. The BeSmart Coalition has asked DNR to help them with this issue. They are exploring partnership opportunities with many groups, including Quad Graphics and local municipalities. There is a National Recycling Coalition Pilot Study underwritten by Time Inc. and Wisconsin may apply to be one of the 5 grantees.

Cooper distributed a graph on Recyclable Materials Collected by WI Responsible Units. The peak was 1998. There was an uptick in 2003. It is too early to tell if that is a trend or not. Reindl asked if we are generating less or more. Cooper relied that the waste sort is the best data we have available. Light weighting has happened. There is also a drop in glass. DNR does not have another study planned that would give us this information. The total amount of waste in Wisconsin has gone up. Cooper said she would send the landfill data to the members. Reindl asked if other cities did as detailed a job of reporting other information as Madison. Cooper said she would check.

Jeff Fielkow said that he has been on the DNR Business Outreach Task Force, focusing on recycling away from home. They will set up focus groups to determine why some companies recycle and others do not. They are targeting offices and light manufacturing. They will also check with cleaning crews to see how well they are trained and see if there is a correlation there as well. Fielkow said that participation depends on the quality of outreach. They will set up a separate committee of private sector businesses to increase the capitol to spend on outreach. The idea is to get enough private funding to create innovative campaigns. Cooper said that the first meeting was with haulers and that has created the momentum for this project. Fielkow said that now they are ready to take this one step further. Nicole Boryzcka said the retail associations should to be involved. Reindl suggested that WMC, the Paper Council, ISRI and many others would be very interested.

Fielkow said that the magazine group was working on getting a printer, a publisher and a mill to participate. The next meeting is Dec 1st in Waukesha. Zieve said that she gets a large number of magazines every day. They're getting a free ride because they are not paying for disposal. Fielkow said that 13 million tons of magazines were published in 2003. About 9 million tons were collected. Reindl said that Waste Age has good statistics. Neil Peters-Michaud asked how many players there were in the hauling business in Wisconsin. Steve Brachman said that there are about 400 haulers, with five haulers doing more than 75% of the business. Fielkow said that the DNR did a great job with the rules and that the notification clause from the haulers to their customers would be great for awareness.

Used Oil Filters and Absorbents- Swift said the Commerce committee is close to making a decision. He said that there are about 12 million oil filters changed in Wisconsin each year. Anywhere from 2.8 to 3.3 million are being recycled. That means that about 980,000 gallons of oil ends up being landfilled. He said the committee wants to establish an education program. He said that states that have banned filters from landfills have about a 60% recycling rate. Swift said that oil absorbents are only recycled at a 2% rate in Wisconsin. There were 53 million pounds used in Wisconsin each year. Zieve said that education was needed. Swift agreed but said that funding for education was a question mark. Reindl said that Alberta, Canada used a \$.50 fee on the sale of oil filters, run through a Third Party Organization (TPO), to do education and reimburse the collectors. Peters-Michaud said that education and enforcement are needed. Swift said the committee has not discussed enforcement. Zieve suggested that the Council go on record supporting fines for non-compliance. Cooper asked if industry was involved. Dan Fields replied that industry has not shown a lot in interest so far. Cooper suggested that the committee go on record supporting a TPO if the goals are not met. Zieve said that the committee should recommend fines as well.

DNR Education: Fields said that Joel Stone, DNR Education, has retired after 33 years in DNR. He said that the program will ask that the position be filled. Given the present climate that is not a sure thing, even though the funding is there because the recycling program is a segregated fund. Joel's accomplishments include starting the Green and Healthy Schools program, the Emmy winning Into the Outdoors TV program, the first program for pre-school- Wee Recyclers,

organizing the South Eastern Wisconsin Waste Reduction Coalition, and many promotional and educational activities. Fields said the Recycling news newsletter would be in the mail soon. That goes to over 4,000 people. The DNR has redone the web site to make it easier to use and now includes a 'Quick Facts' section. The DNR did a 'Take it with you' campaign last spring and summer. The theme is going to continue but the form may change somewhat. The DNR also supports Environmental Education for Kids (EEK). EEK is another nationally recognized, award winning program. Randy Case has several programs for mercury. They include a community mercury reduction program. About 20 of the largest communities are involved. In partnership with DATCP, the DNR is part of a dairy manometer reimbursement program. In partnership with the Concerned Auto Recycling of Wisconsin the DNR is involved with a scrap-yard mercury-switch replacement program.

Reindl said that part of the Council's charter is to advise the governor and the legislature. Reindl asked the Council to go on record supporting filling of the Stone position. Zieve moved and Swift seconded filling the position. Piotrowski asked that the position be filled with an eye on education at the adult level. While acknowledging that youth education is important, Piotrowski thought that a focus on adult education was more important at this time. Fielkow said the recycling rate trends, landfill data and other information should be included to justify the position. Reindl agreed, saying that there is a need to educate the public on new ventures. The motion passed. Reindl said he would write the letter and give members a chance to review it before he sent it out.

Brachman said that that UW-Ext. has been working with DNR on the Recycling Efficiency Incentive (REI) grants. They did a case study analysis of the impact of the REI grants. Brachman said the legislature decided on the REI program as a way to increase efficiency. The program has \$1.9 million to encourage consolidation and cooperative agreements. In 2004, over 80 RU's applied for the program. Over 170 RU's have applied for 2005. Brachman cited several successful projects, including Adams/Trempealeau, Winnebago, Outagamie/Waupaca, Pierce/Pepin, Outagamie/Winnebago, La Crosse/Onalaska/Vernon County, Polk/Burnett/Washburn, and South East Waste Reduction Coalition. Brachman said that cooperation is difficult. There are many obstacles and it takes staff time and effort to make it work. There may also be disincentives since the more RU's that participate; the more the pot gets divided.

Piotrowski asked if the program would be better if areas of the state were targeted to maximize the effect of the funds. Brachman said that it is a good idea but the trick would be to get a critical mass in each area at a certain time. Fielkow said that the best way to get efficiency is to modify the collection process. The industry is built on economies of scale. Consolidating processing costs would make a difference. Brachman said that research supports your idea. However, the approach has a lot of challenges. Wisconsin has not mandated any unit of government as being responsible for solid waste management. Most other states designate counties as the managing unit. Joe Van Rossum said that the joint processing and joint collection exists. However, the grant system is not set up to take advantage of that. It is not set up to reward the best programs. It simply rewards all programs that meet the minimum standards. Piotrowski asked if that was a bad system. Van Rossum replied that it depended on the goals. If the goal is to make an incentive for communities to work together than it is OK. If the goal is to have communities to work together only for collection and processing, then it should be changed. Brachman said that the program allows communities to develop at their own speed. Reindl said that northwestern Wisconsin formed a group that served as a national model for cooperative marketing. In Dane County it is the private sector that has done the consolidation. He said that many local governments don't work well with others. Cooper said that budget pressures are going to force RU's to work together.

Piotrowski asked that DNR staff attend a Council meeting and discuss this issue further. Cooper said that she would arrange that. She said the DNR budget will go to the Natural Resources Board in December and then to the legislature. Reindl said that local governments agreed to recycling as long as the state is a partner. So far the state has not kept it's promise of paying 2/3 of costs. The biggest savings for consolidation would be at the local level. Reindl said that there will be support and opposition. It is a question of cost and control. Cooper said that consolidation was a hot button issue. There are some very well run programs that are very small. The data does not show that bigger is better. Then REI grants allow counties to work out

agreements. Reindl said that DNR, WMC, NSWMA, municipalities and others should be asked to attend the meeting. Peters-Michaud said that infrastructure should be included in the discussion.

Other Priority Issues:

Paper: Piotrowski distributed comments from solid waste haulers. He collected the comments with the proviso that they be anonymous. Some messages: People will recycle if it is simple enough and has clear instructions. There are too many RU's. The Brown/Winnebago/Calumet partnership was excellent. Zero waste is not practical. Wisconsin should have a hazardous waste landfill. Some materials, such as glass, should not be recycled- ignore those materials and go after dangerous or hazardous materials. There was quite a range of comments, some contradictory. Piotrowski said he was asked to moderate a panel discussion at the AROW conference. Reindl said that there is a lot of emotion and diversity of opinion on these issues. There is a lot of energy. He said the economics are good (The head of the Paper Council wrote a letter to the editor of the Milwaukee Journal Sentinel asking for more paper recycling). This could be a teachable moment for recycling. Fielkow said that the paper prices were every high and recycling of all types of paper should be taking place. Once the new rules are enacted haulers will be required to inform their clients about recycling. Cooper said that the DNR has been working with the Wisconsin Newspaper Association (WNA) to get member newspapers to support increased newspaper recovery. They should be part of the solution. Fielkow said the WNA should be part of DNR's Business Outreach group. Piotrowski said a broad-based task force might be the right strategy. He said he would bring different groups to a future meeting. Fielkow said that not only paper but plastics and metal recyclers need product as well. Zieve said that education was necessary. Van Rossum said that even though programs are different they still collect the same materials. The message on which material to recycle is fairly universal. We should focus on what is common. That message would cross boundaries. Fielkow said that focusing on best practices would also be important.

Mercury in Products: Fielkow did not have a report for this meeting. Reindl said that the Dane County executive asked the Department of Commerce to ban the use of mercury thermostats in new home construction as part of the Uniform Dwelling Code. She also called upon the state legislature to ban the sale of mercury thermostats totally. Thermostats are almost equal to coal-burning power plants in emissions.

Construction & Demolition: Peters-Michaud said that the Badger Army Ammunition plant was being torn down and a major effort to recycle the material was under way. There is quite a bit of work going on in green building and he will report on that at the next meeting

Public Comment: Brachman said that a study on out-of-state waste was conducted by a UW-Green Bay student. According to her study, if the tipping fee was boosted \$7.00/ton you could expect a 50% decrease in out-of-state waste.

Landfill Stability: Our invited speaker was not able to attend. Reindl, who is a member of the workgroup on this subject, said that the DNR is developing a rules package for landfills. One of the parts of the rule relates to the leachate lines. Currently the lines are capped at 1200 feet. The new proposal is for 2000 feet. The DNR convened a working group and split it into 3 parts. 1) The technical group looked at the technology of the design. 2) The second looked at financial issues. Currently the owner has perpetual responsibility. They have to put aside money to close the landfill and for long term care for 40 years. The pot of money is not perpetual. What kind of financial assurance should be required past that end date? 3) The third group looked at the stability of the material in the landfill. Currently we have a 'dry tomb' landfill. In dry tombs not all of the organic materials breaks down. The technical group finished and that is in the rule package and going forward. The financial group couldn't come to an agreement. The stability group has just started. The rule is going to be sent forward without the details for the second and third elements.

The stability group is looking at organics- in this case food, yard materials, wood, paper and other readily decomposable materials. There are 2 major options. 1) Don't put the organics in the landfill. 2) Include organics in the landfill which decomposes the material quickly. Then there would not be a need for leachate lines or gas collection system liners or cap because the material will be benign. There is a broad range of alternatives being discussed. Whichever way they go, they will impact recycling dramatically. If we don't put organics in the landfills at all, then a recycling infrastructure must be developed. If however, this goes in the other direction, then organics must be put into the landfill to make the system work. There are a lot of technical issues involved and the committee has a lot of expertise on board. If the proposed rule is passed, then any new landfill must have a plan for organics stability in place by 2007. Reindl gave an example of the complications of the issue. Food waste decomposes so quickly that it is believed that there is almost no capture of the methane gas that is generated. Instead, it is believed to largely escape into the atmosphere.

Other Business: The next Council meeting is scheduled to follow the AROW/WCSWMA/SWANA Winter Solid Waste and Recycling conference on Wednesday, February 9, 2005 in Green Bay at the Radisson Hotel and Casino.

Adjournment: Swift moved and Fielkow seconded. The Council adjourned at 12:00.

Respectfully submitted by Daniel B. Fields, Department of Natural Resources.